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### **Dissertation Project**

*“Systems and Sarcasms: DADA’s Language, War, and Media”* (working title)

Almost as soon as DADA was founded, and seemingly by design, the idea of a cohesive theory of DADA has been summarily dismissed. While there are distinct differences between various artists, chapters, and mediums, more similarities exist than have previously been acknowledged. Ostensibly a reaction against the Great War, this dissertation seeks to provide a framework for the larger target of DADA’s ire: the univocal systematicity of civilization, wherein the Great War plays the role of most violent exemplification of the flourishing system, rather than its apogee. From such a viewpoint, new similarities, specifically based in their unique mimetic and critical methodology, begin to appear. DADA’s reactions then begin to connect the dots between the various phases of this growing systematicity, from language and “bourgeois logic” through the forging fires of the great war, to the system’s global instantiation in advertising, mass marketing, and consumerist capitalism perfected through wartime advances in propaganda, vertical integration, and international distribution.

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